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ABSTRACT

An examination of the results of two surveys of the attitudes of entering freshmen at Muir College, University of California at San Diego (UCSD) is presented. The surveys were conducted in 1968 and 1984 in conjunction with national surveys coordinated by the Cooperative Institutional Research Program. Information is presented on: (1) changes in background and attitudes affecting attrition (parental education, student religious preferences, ethnicity, financing college/parental income, likelihood of changing major or transferring, cigarette smoking, and graduate school aspirations); and (2) other notable changes (career goals, age profile, high school grades, why student picked UCSD, important personal objectives, and personal habits). Some of the changes may help to account for the improvement in the campus's continuation rate since the late 1970s, independent of changes in the campus and community environments. Changes include: a larger proportion of Jewish and Catholic students in the student body; a smaller proportion of students expressing no religious preference; a greater proportion of Asian students; much less anxiety about the ability to pay for college; increased confidence in UCSD; a decrease in students who smoke frequently; and increased aspirations for graduate school. Other differences show substantial changes in the life and career objectives of incoming students. (SM)

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Influence on Retention of Changes in Background and Attitude of Muir College Freshmen, UCSD, Between 1968 and 1984

Michael Evans-Layng
Campus Planning Office
November 1985

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Changes in Background and Attitudes
of Muir College Freshmen Between 1968 and 1984

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EXECUTIVE SUMMARY

An examination of the results of two surveys of the attitudes of entering freshmen at Muir college revealed a variety of changes in the background and outlook of incoming students. The surveys were conducted in 1968 and 1984 in conjunction with national surveys coordinated by the Cooperative Institutional Research Program (CIRP).

Some of the changes may help to account for the improvement in the campus's continuation rate since the late 1970's, independent of changes in the campus and community environments. These changes are:

- a larger proportion of Jewish and Catholic students in the student body,
- a smaller proportion of students expressing no religious preference,
- a greater proportion of Asian students,
- much less anxiety about the ability to pay for college,
- increased confidence about persistence at UCSD,
- a decrease in students who smoke frequently, and
- increased aspirations for graduate school.

Other differences between the results of the two surveys document substantial changes in the life and career objectives of incoming students, some of which may be problematical not only for a research-oriented institution such as UCSD but also for the school system as a whole.

The suggestion is made that the campus consider regularly participating in the CIRP survey of freshmen attitudes.

THE SAMPLES

Every Fall for the last 19 years, the Cooperative Institutional Research Program (CIRP--headquartered in the Higher Education Research Institute at UCLA) has sponsored a national survey of the attitudes of entering freshmen. UCSD participated in the survey in 1968, 1969, and 1984. For this study, an archival copy of the results of the 1968 administration was obtained to compare with the 1984 results. Both samples have an almost even split between men and women. However, since Muir and Revelle took part in 1968, and Muir and Third in 1984, only the results for Muir are strictly comparable. Also, since the surveys that CIRP administered during those two years differed in some respects, we can directly compare only responses to identical or nearly identical questions. Moreover, because the data deal with only two points in time, it is not possible to confidently identify trends, though it is possible to ascertain some of the differences in freshmen attitudes between then and now.

There is one noteworthy difference between the two samples: 206 freshmen completed the 1968 survey (75% of the entering freshmen) and 176 completed the 1984 survey (23% of the entering freshmen). Because all of the 1984 respondents lived on campus, and since records are incomplete for 1968, the 1984 survey may also have an overrepresentation of resident students relative to 1968. This ambiguity in the 1968 sample does not substantially affect the utility of the survey results for the purposes of this kind of study.[1]

CHANGES IN BACKGROUND AND ATTITUDES AFFECTING ATTRITION

Parental Education

Table 1 shows significant changes in the educational background of students' parents, particularly in the proportion of both fathers and mothers who have graduate degrees. In 1968, 28.1% of the students reported having fathers with graduate degrees compared with 40.8% in 1984, an increase of 45%. The proportion of mothers with graduate degrees almost tripled, from 6.4% in 1968 to 18.0% in 1984. Research has shown that the educational attainments of parents are strong predictors of retention, independent of academic ability and aspirations. That is, regardless of ability or ambition, students with more well-educated parents tend to persist more than students with less well-educated parents.[2]

Student Religious Preferences

Table 2 depicts changes in the religious preferences of students. The proportion of students identifying themselves as Protestant--one of the more drop-out prone groups--decreased slightly from 29.4% to 27.2%. In contrast, the percentage of Roman Catholics increased by just over 40%, from 16.7% in 1968 to 23.6% in 1984, as did the proportion of Jewish students--the least drop-out prone group--which increased from 10.3% to 18.2%. The most drop-out prone group, students with no religious preference, decreased by 36%, from 34.8% of the freshman class at Muir in 1968 to 22.4% in 1984.[3]

Ethnicity

Table 3 shows the ethnic profile of the two entering classes. Regarding continuation, the most telling figures are for the Asian students, whose representation increased by over 400%, from 2.0% to 10.3%. Asian students are among the least likely to drop-out.[4]

Financing College/Parental Income

Table 4 shows some dramatic shifts in students' concerns about their ability to finance their college education. Whereas 29.9% of entering freshmen expressed "no concern" about financing college in 1968, 48.8% of the 1984 freshmen fell into this category, an increase of almost two thirds. Likewise, the percentage expressing "some concern" in 1968, 62.7%, had fallen by a third, to 41.8%, in 1984. The changes were more extreme for female freshmen: in 1968 26% reported "no concern," whereas in 1984 49.5% made the same report, an increase of 90%. Likewise, the percentage of women reporting "some concern" fell from 66.0% to 41.4%, a decrease of 38%. Less financial anxiety is correlated with improved retention, especially among women and blacks.[5]

This apparent lessening of anxiety about financing college undoubtedly has something to do with the increased affluence of the parents of UCSD freshmen. In 1968, 10.7% of the freshmen reported parental incomes of over $30,000, the highest category in the survey that year, versus 7% for public universities nationally: a difference of over 53%. In 1984, 18.3% of the freshmen estimated their parents' incomes at over $100,000, the highest category in that year's survey, versus 5.1% nationally; a difference of 250%. Even allowing for the effects of

inflation, there was a dramatic increase in the affluence of Muir College freshmen between 1968 and 1984.

Self Assessment of Likelihood of Changing Major or Career Goals, Dropping out, or Transferring

Table 5 shows that the percentage of freshmen who thought that they would probably change majors remained relatively stable: 31.7% in 1968 compared with 33.3% in 1984. However, in 1984, a smaller proportion of students thought that they were likely to change career goals (29.8% versus 35.3 percent). Very few students in either year (1.0% in 1968 and 0.6% in 1984) thought they were likely to drop out. The percentage of students who foresaw the likelihood of transferring to another college dropped by half, from 20.1% to 10.2%, a change that has positive implications for retention.[6]

In both years, more women than men estimated that they were likely to change their majors or career choices or transfer to another college, with the gap between men and women on these issues widening in the first two cases and closing in the third. Specifically, in 1968 27.9% of the men thought they would probably change their majors versus 35.7% of the women, a difference of 28%. In 1984, this difference had more than doubled, to about 64%, with 24.3% of the men likely to change majors versus 39.8% of the women. Likewise, in 1968, 27.9% of the men thought they would probably change their career choices compared with 43.3% of the women, a difference of just over 55%. In 1984, the difference between men and women on this issue had increased to almost 127%, with 17.1% of the men likely to change their career choices compared with 38.8% of the women. In contrast, the gap between men and women regarding the likelihood of transferring closed, from a difference of

100% in 1968 (13.5% of the men likely to transfer versus 27% of the women) to a difference of just over 30% in 1984 (8.6% of the men compared with 11.3% of the women reported that they were likely to transfer). Thus, while confidence about persistence has increased for both sexes, women remain more flexible in their thinking about majors and careers than men.

Cigarette Smoking

Table 6 shows, among other things, a 40% decline in the incidence of cigarette smoking among freshmen, from 7.9% to 4.6%. The relationship between cigarette smoking and attrition is strong but not well understood. Smoking may be associated with non-conformity and rebelliousness (both of which are strong predictors of attrition), there may be physiological effects from smoking that inhibit concentration, or a combination of both.[7]

Graduate School Aspirations

Table 7 shows an increase from 76% to 84.5% in the percentage of freshmen who intended to earn a graduate degree of some sort. Aspirations for graduate degrees are a significant correlate of undergraduate persistence.[8] The table also reveals some interesting shifts in the types of graduate degrees that freshmen planned on earning. The percentage planning on doctorates dropped from 36.8% to 21.3%, while the percentage planning on earning either masters or medical degrees increased from 28.4% to 40.6% and from 9.8% to 18.7% respectively. This shift clearly reflects the national trend among students away from research toward professional degrees. However, despite the decline in

doctoral aspirations, freshmen entering Muir in 1984 still looked forward to earning doctorates at almost twice the national rate for public universities: 21.3% versus 11.0%. Thus, although Muir freshmen in 1984 were apparently much more professionally oriented than their predecessors at Muir, they were still much more research oriented than their contemporaries at other universities.

Summary

To summarize at this point, given the above changes in student background and outlook, it is not surprising that the continuation rates for UCSD have been improving. Of course, the most powerful predictor of student persistence is still academic ability. More hospitable campus and community environments have also undoubtedly had a positive effect on continuation. Finally, UCSD's growth by itself may have had a positive impact on continuation; some research has suggested that larger four-year colleges and universities tend to retain students better than smaller ones.[9] Nonetheless, it is some indication of the potency of the factors described in this study that continuation rates at UCSD started to improve during the late-1970's, even though mean SAT scores for the campus were still declining and the quality of student life was still quite marginal.

OTHER NOTABLE CHANGES

Career Goals

The increase in professional versus research career goals shows up even more plainly in Table 8, which depicts the probable career choices of the entering freshmen. The percentage aspiring to be research scientists dropped by about two thirds, from 14.6% to 5.1%. The percentage of Freshmen thinking of business as a career rose by more than a factor of ten, from 1.0% in 1968 to 12.8% in 1984. The increase of interest in business probably reflects the effects of the national trend in this direction and the fact that UCSD has added courses and majors since 1968 that are more amenable to a business than an academic career. The proportion of aspiring engineers in the freshmen class rose from 1.5% in 1968 to 14.6% in 1984, for an increase of over 800%. Moreover, by 1984 some women (6.7%) planned on careers in engineering versus none in 1968. The percentage of students hoping to become physicians or dentists also increased a substantial, though less spectacular, 40%; rising from 10.1% to 14.0%. In accord with national trends, the percentage of freshmen looking forward to careers as college, high school, or elementary school teachers dropped from 4.5% to 0.6%, 11.1% to 0.6%, and 2.5% to 0.0% respectively. Concerns about the future of the school systems appear well founded. Curiously, the percentage of freshmen wanting to become lawyers decreased, from 6.6% to 4.5%, even though the percentage of those planning on obtaining a JD or LLB degree increased from 1.0% to 3.9% (see Table 6 above). This discrepancy may reflect ignorance on the part of freshmen in 1968 either about what a

JD or LLB degree meant (the 1984 survey specified them as law degrees), or that such a graduate degree was necessary to become a lawyer.

Age Profile

Table 9 shows the age profile for Muir entering freshmen. In both years, the vast majority of students were 18 when they came to UCSD. But in 1984 there were more 18 and 19 year-olds and fewer 16 and 17 year-olds than in 1968. Because of the nature of the sample--i.e. entering freshmen rather than all undergraduates--this small shift towards more 18 and 19 year-olds probably does not signify the well-publicized "aging" of the college going population. In fact, a recent CPEC study shows that the average age for the UC system, even including graduate students, is 23.1; still within the 'traditional' college-going age of 18 to 24.[10] The shift in the CIRP survey figures therefore probably resulted from an increase in the number of students taking a year off between high school and college.

High School Grades

Table 10 reveals a marked increase in the percentage of students reporting an A-,A, or A+ average high school grade. This would be more encouraging, and probably would have had a positive impact on continuation rates, were it not for the steep decline in SAT scores seen during the same period. Thus, the increase in the reported average probably reflects high school grade inflation more than anything else. Grade inflation rather than a real increase in ability is also suggested by the fact that the percentage of students reporting an "A" average relative

to the national norm for public universities has remained almost constant: in both 1968 and 1984 UCSD attracted about 45% more "A" students than the national norm.

Why Students Picked UCSD

Upon inspection, Table 11 reveals a puzzling decline in the reported influence of parents, relatives, high school teachers and counsellors, friends, and college representatives on students' choice of Muir College: in 1984 only 3.6% of the Muir freshmen reported the influence of parents or relatives as significant in choosing Muir, versus 35.3% in 1968; for high school teachers or counsellors, the corresponding figures for 1984 and 1968 were 4.8% and 15.2%; for friends, 5.4% and 9.3%; and for college representatives, 1.2% and 4.9%. And yet, the percentage of students who reported that Muir's academic reputation was important to their choice remained relatively constant: 69.1% in 1968 and 70.9% in 1984. In 1984, if entering freshmen did not learn about Muir's academic reputation from parents, teachers, counsellors, friends, or college representatives, then where did they acquire this crucial information? Through watching T.V. (Simon and Simon?) or reading newspapers? Maybe they simply don't remember how they learned of Muir's reputation; that is, perhaps Muir College's--and UCSD's--reputation is more "in the air" now than it was in the Fall of 1968, when the campus had not yet graduated its first class and when Muir had admitted only its second class of freshmen. Further research into this change in attitude could yield some interesting insight into how a college's reputation becomes established in the public mind.

Table 11 also shows that more students attached importance to the campus's social life in 1984 than in 1968; 20.7% versus 4.4%, an increase of over 350%. In accord with the previous analysis about financial concerns and parental income, Muir's relatively low cost was important to only 10.7% of its freshmen in 1984, compared with 20.6% in 1984.

Important Personal Objectives

Table 12 compares student responses to questions about the relative importance of a variety of different objectives. Becoming an authority in their fields and gaining the recognition of their peers was important for a larger percentage of the 1984 entering class than their predecessors in 1968, increasing from 58.8% to 67.5% and from 36.0% to 52.7% respectively. The percentage of women who attached importance to peer recognition doubled, rising from 28.0% to 57.3%. Reflecting the professionalism described earlier (and perhaps an increased "thirst for power?"), 35.5% of the 1984 freshmen aspired to administrative responsibility, versus only 12.7% of the 1968 entering class. Being very well off financially was an important objective for 26.1% of the freshmen in 1968, compared with 62.7% in 1984 (the percentage of men seeking substantial wealth doubled, from 37.9% to 70.4%, and the percentage of women quadrupled, from 14.0% to 56.8%). The percentage of students desiring to help others in difficulty declined slightly overall, from 66.2% to 63.9%, but actually rose among men (from 58.7% to 61.4%) and declined among women (from 74.0% to 65.6%). The percentage of freshmen desiring to contribute to scientific theory also declined overall, from 18.2% to 15.6%, rising among women (from 7.0% to 12.5%) and declining among men (29.1% to 19.7%). In 1984, almost twice as many freshmen

(45.8%) held success in one's own business as an important objective than in 1968 (26.6%). The percentage of freshmen interested in developing a philosophy of life dropped by almost 50%, from 90.1% in 1968 to 46.1% in 1984--in itself a rather profound statement about the life philosophies of students.

Personal Habits

In addition to showing a decline in smoking, Table 6 shows declines in overall tranquilizer use from 11.3% to 8.1%; but note that the percentage of young men taking tranquilizers the previous year actually rose from 6.8% to 11.0%, the decline in overall use being accounted for by a sharp drop in their use among young women, from 16.0% to 6.1%. Why might young women now be less anxious than young men? Why might the anxiety level of young men have increased? Are these changes somehow artifacts of the women's movement? Some further study of this change in behavior could be interesting. Involvement in political campaigns also declined, from 19.9% to 8.7%; mainly accounted for by a large drop in the involvement of women, from 25.3% in 1968 to 7.0% in 1984. Note that both 1967-68 and 1983-84 were years of hard fought presidential campaigns--though the issue of the Viet Nam War was absent in 1984. The percentage of students who took vitamins (56.2% in 1968, 82.2% in 1984) and/or drank beer (48.3% in 1968, 70.7% in 1984) the prior year both increased rather dramatically; a curious combination of health consciousness and dissipation (not unlike following a meal of Lean Cuisine with a bowl of Dreyer's Ice Cream). Perhaps students are taking more vitamins to help with their hangovers after their beer drinking? At any rate, this increase in beer drinking among

minors helps to explain the strong student reaction to the newly instituted alcohol policies on campus.

CONCLUSION

In conclusion, it seems that the attitudes of entering freshmen at Muir College have maintained their distinctiveness relative to national norms even while following national trends in a general way. Thus, on the one hand, a higher percentage of freshmen entering Muir in both 1984 and 1968 were oriented more towards knowledge, research, and graduate school than their contemporaries. On the other hand, in accord with national trends, Muir freshmen in 1984 were much more materialistically and professionally oriented than their counterparts in 1968. We could probably say substantially the same things about UCSD's other three colleges, but, in the absence of more comprehensive data, it is not possible to confidently make such generalizations. If we had CIRP survey data from over a period of years from all four colleges, we could be much more definite not only about differences and similarities in the attitudes of entering freshmen, but also about the impact of each college's program on its students. The insight this particular study has provided into a variety of issues suggests that the campus may want to consider administering the CIRP survey on a regular basis.

NOTES AND REFERENCES

1. Specifically, if our purpose was to undertake some sophisticated statistical analysis of the survey data, we would need to know more than we do about the similarities and differences between the two samples. As it is, we can have enough confidence in the basic comparability of the two samples to make reasonably strong, albeit general, inferences about differences in attitude between the freshmen classes at Muir in 1968 and 1984.

2. Alexander Astin, Preventing Students from Dropping Out, Jossey-Bass Publishers, San Francisco, 1977, pp. 34-36.

3. ibid., pp. 32-34.

4. ibid., pp. 36-37.

5. ibid., p. 36.

6. ibid., p. 43. Interpreting this finding is complicated by the fact that the survey did not allow for a multicollege university such as UCSD, and thus for the possibility of intra-campus inter-college transfers. This study assumes that the students interpreted the question to mean transferring away from UCSD, rather than transferring to a different college at UCSD.

7. ibid., pp. 43-44.

8. ibid., 37-39.

9. David Kamens, "The College 'Charter' and College Size: Effects on Occupational Choice and Student Attrition," Sociology of Education, 1971, Vol. 44 (Summer), pp. 270-296. Kamens' basic thesis is that larger colleges generally have more diverse curricula and are more well-connected to the occupational environment. Thus, they exert more control over the allocation of students to particular occupations than smaller, less diverse institutions. This increased influence over the career options of students translates into decreased attrition, among other things.

10. CPEC, Population and Enrollment Trends: 1985-2000 (December Draft), December, 1984, p. 60.

TABLE 1
Highest Level of Parental Education for Freshmen
at Muir College, UCSD, 1968 and 1984

	1968	1984	% Change
Father			
Grammar School or Less	4.4%	1.2%	-72.7
Some High School	5.4	0.6	-88.9
High School Graduate	13.3	5.3	-60.2
Postsecondary Other than College	*	4.1	N/A
Some College	19.2	15.4	-19.8
College Degree	29.6	27.2	-8.1
Some Graduate School	*	5.3	N/A
Graduate Degree	28.1	40.8	+45.2
Mother			
Grammar School or Less	1.0	0.6	-40.0
Some High School	4.0	1.2	-70.0
High School Graduate	31.4	11.6	-63.1
Postsecondary Other than College	*	5.2	N/A
Some College	29.4	24.4	-17.0
College Degree	27.0	32.0	+18.5
Some Graduate School	*	7.0	N/A
Graduate Degree	6.4	18.0	+181.3

*Category not included in 1968 survey

Source: Cooperative Institutional Research Program, Survey of Freshmen Attitudes, 1968 and 1984

TABLE 2
Current Religious Preference of Freshmen
at Muir College, UCSD, 1968 and 1984

	1968	1984	% Change
Protestant	29.4%	27.2%	-7.5
Roman Catholic	16.7	23.6	+41.3
Jewish	10.3	18.2	+76.7
Other	8.8	8.4	-4.5
None	34.8	22.4	-35.6

Source: Cooperative Institutional Research Program, Survey of Freshmen Attitudes, 1968 and 1984

TABLE 3
Ethnicity of Freshmen at Muir College UCSD
1968 and 1984*

	1968	1984	% Change
White	94.6%	85.7%	-9.4
Black	1.5	1.1	-26.7
Mexican American/Chicano	**	2.9	N/A
American Indian	.5	1.1	+120.0
Asian	2.0	10.3	+415.0
Other	1.5	1.1	-26.7

*These figures may not agree with figures from the registrar due to differences in wording of the categories and inconsistencies in how students report their ethnicity

**Category not included in 1968 survey

Source: Cooperative Institutional Research Program, Survey of Freshmen Attitudes, 1968 and 1984

TABLE 4
Concern About Financing College Among Freshmen at Muir College UCSD
1968 and 1984

	Men			Women			Total		
	1968	1984	% Change	1968	1984	% Change	1968	1984	% Change
Level of Concern									
No Concern	33.7%	47.9%	+42.1	26.0%	49.5%	+90.4	29.9%	48.8%	+63.2
Some Concern	59.6	41.1	-31.0	66.0	41.4	-37.3	62.7	41.8	-33.3
Major Concern	6.7	11.0	+64.2	8.0	9.1	+13.8	7.4	9.9	+33.8

Source: Cooperative Institutional Research Program, Survey of Freshmen Attitudes 1968 and 1984

TABLE 5
Self-Assessment of Muir College Freshmen of the Likelihood that they will change
Major or Career Goals, Dropout/Stopout, or Transfer, 1968 and 1984

% Freshmen Estimating That They Will:	Men			Women			Total		
	1968	1984	% Change	1968	1984	% Change	1968	1984	% Change
Change Major	27.9%	24.3%	-12.9	35.7%	39.8%	+11.5	31.7%	33.3%	+5.0
Change Career Choice	27.9	17.1	-38.7	43.3	38.8	-10.4	35.3	29.8	-15.6
Dropout/Stopout	0.0	1.4	N/A	2.0	0.0	N/A	1.0	.6	-40.0
Transfer to Another College	13.5	8.6	-36.3	27.0	11.3	-58.1	20.1	10.2	-49.3

Source: Cooperative Institutional Research Program, Survey of Freshmen Attitudes, 1968 and 1984

TABLE 6
Activities Engaged in the Previous Year by Muir College Freshmen
1968 and 1984

	Men			Women			Total		
	1968	1984	% Change	1968	1984	% Change	1968	1984	% Change
Frequently Smoked Cigarettes	5.8%	2.7%	-53.4	10.0%	5.9%	-44.0	7.9%	4.6%	-41.8
Took Vitamins	51.5	78.1	+51.7	61.0	85.1	+39.5	56.2	82.2	+46.3
Took Tranquilizer	6.8	11.0	+61.8	16.0	6.1	-61.9	11.3	8.1	-28.3
Drank Beer	57.3	72.6	+26.7	39.0	69.3	+77.7	48.3	70.7	+46.4
Worked in Political Campaign	14.7	11.1	-24.5	25.3	7.0	-72.3	19.9	8.7	-56.3

Source: Cooperative Institutional Research Program, Survey of Freshmen Attitudes, 1968 and 1984

TABLE 7
Highest Degree Objectives of Muir College Freshmen
1968 and 1984

	Men			Women			Total		
	1968	1984	% Change	1968	1984	% Change	1968	1984	% Change
None	1.9%	1.5%	-21.1	0.0%	0.0%	0.0	1.0%	.06%	-94.0
AA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
BA, BS	13.5	16.4	+21.5	30.0	11.4	-62.0	21.6	13.5	-37.5
MA, MS	24.0	37.3	+55.4	33.0	43.2	+30.9	28.4	40.6	+43.0
PhD, EdD	46.2	20.9	-54.8	27.0	21.6	-20.0	36.8	21.3	-42.1
MD, DDS, DVM	12.5	20.9	+67.2	7.0	17.0	+142.9	9.8	18.7	+90.8
LLB, JD	1.0	1.5	+50.0	1.0	5.7	+470.0	1.0	3.9	+290
BD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	1.0	1.5	+50.0	2.0	1.1	-45.0	1.5	1.3	-13.3

Source: Cooperative Institutional Research Program, Survey of Freshmen Attitudes, 1968 and 1984

TABLE 8
Career Goals of Muir College Freshmen, 1968 and 1984

	Men			Women			Total		
	1968	1985	% Change	1968	1984	% Change	1968	1984	% Change
Artist/Performer	3.0%	4.5%	+50.0	10.2%	2.2%	-78.4	6.6%	3.2%	-51.5
Business	1.0	19.1	+1810.0	1.0	7.8	+680.0	1.0	12.8	+1180.0
College Teacher	8.0	0.0	-100.0	1.0	1.1	+10.0	4.5	0.6	-86.7
Physician	15.0	20.5	+36.7	5.1	9.0	+76.5	10.1	14.0	+38.6
Secondary School Teacher	8.0	0.0	-100.0	14.3	1.1	-92.3	11.1	0.6	-94.6
Elementary School Teacher	0.0	0.0	0.0	5.1	0.0	-100.0	2.5	0.0	-100.0
Engineer	3.0	25.0	+733.3	0.0	6.7	N/A	1.5	14.6	+873.3
Lawyer	11.0	1.5	-86.4	2.0	6.7	+235.0	6.6	4.5	-31.8
Research Scientist	21.0	5.9	-71.9	8.2	4.5	-45.1	14.6	5.1	-65.1
Other	13.0	10.2	-21.5	21.4	36.7	+71.5	17.2	27.4	+59.3
Undecided	17.0	10.3	-39.4	27.6	22.5	-18.5	22.2	17.2	-22.5

Source: Cooperative Institutional Research Program, Survey of Freshmen Attitudes, 1968 and 1984

TABLE 9
Age Profile of Muir College Freshmen,
1968 and 1984

	1968	1984	% Change
≤16	.5%	0.0%	-100.0
17	12.3	.6	-95.1
18	77.0	83.0	+7.8
19	10.3	15.9	+54.4
20	0.0	.6	N/A
≥21	0.0	0.0	0.0

Source: Cooperative Institutional Research Program, Survey of Freshmen Attitudes, 1968 and 1984

TABLE 10
Average High School Grades of Muir College Freshmen,
1968 and 1984

	1968	1984	% Change
A or A+	10.8%	15.3%	+41.7
A-	26.6	31.8	+19.5
B+	36.5	38.1	+4.4
B	20.7	11.4	-44.9
B-	3.9	2.3	-41.0
C+	1.5	.6	-60.0
C	0.0	.6	N/A
D	0.0	0.0	0.0

Source: Cooperative Institutional Research Program, Survey of Freshmen Attitudes, 1968 and 1984

TABLE 11
Why Freshmen Picked Muir College, 1968 and 1984

	Men			Women			Total		
	1968	1984	Change	1968	1984	Change	1968	1984	Change
Parents/Other Relative	28.8%	1.4%	-95.1	42.0%	5.2%	-87.6	35.3%	3.6%	-89.8
HS Teacher/ Counsellor	22.1	4.2	-81.0	8.0	5.3	-33.8	15.2	4.8	-68.4
Friends	6.7	7.2	+7.5	12.0	4.1	-65.8	9.3	5.4	-41.9
Social Life	6.7	25.4	+279.1	2.0	17.3	+765.0	4.4	20.7	+370.5
Live Away From Home	29.8	26.4	-11.4	24.0	24.2	+0.8	27.0	25.1	-7.0
Academic Reputation	68.3	62.5	-8.5	70.0	77.0	+10.0	69.1	70.9	+2.6
College Representative	5.8	2.9	-50.0	4.0	0.0	-100.0	4.9	1.2	-75.5
Low Cost	19.2	10.0	-47.9	22.0	11.2	-49.1	20.6	10.7	-48.1

Source: Cooperative Institutional Research Program, Survey of Freshmen Attitudes 1968 and 1984

TABLE 12
Important Life Objectives of Muir College Freshmen
1968 and 1984

	Men			Women			Total		
	1968	1984	% Change	1968	1984	% Change	1968	1984	% Change
Become Authority in Field	61.5%	73.2%	+19.0	56.0%	63.2%	+12.9	58.8%	67.5%	+14.8
Gain Recognition From Peers	43.7	46.5	+6.4	28.0	57.3	+104.6	36.0	52.7	+46.4
Have Administrative Responsibility	12.7	42.9	+237.8	5.0	30.2	+504.0	8.9	35.5	+298.9
Be Very Well Off Financially	37.9	70.4	+85.8	14.0	56.8	+305.7	26.1	62.7	+140.2
Help Others in Difficulty	58.7	61.4	+4.6	74.0	65.6	-11.4	66.2	63.9	-3.5
Contribute to Scientific Theory	29.1	19.7	-32.3	7.0	12.5	+78.6	18.2	15.6	-14.3%
Succeed in Own Business	35.9	50.7	+41.2	17.0	42.1	+147.6	26.6	45.8	+72.2
Develop Philosophy of Life	83.5	43.7	-47.7	97.0	47.9	-50.6	90.1	46.1	-48.8

Source: Cooperative Institutional Research Program, Survey of Freshmen Attitudes, 1968 and 1984